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For immediate release

Mitsui Fudosan Residential Co., Ltd., MITSUBISHI JISHO RESIDENCE CO., LTD., Nomura Real Estate Development Co., Ltd., Sumitomo Realty & Development Co., Ltd., SUMITOMO CORPORATION, Tokyu Land Corporation, Tokyo Tatemono Co., Ltd., NTT Urban Development Corporation, NIPPON STEEL KOWA REAL ESTATE CO., LTD., DAIWA HOUSE INDUSTRY CO., LTD., Mitsui Fudosan Co., Ltd.

# - Type-I Urban Redevelopment Project in the West Harumi 5-Chome District - Town Name Officially Announced to be “HARUMI FLAG” New Town to be Born in the Middle of Tokyo Consisting of 24 Buildings <sup>(\*1)</sup> and 5,632 Units

Official Website Launched & Membership Registration Began on October 31, 2018  
Model Units Scheduled to Open in Spring 2019

Tokyo, Japan, October 31, 2018 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that the 11 designated construction companies <sup>(\*2)</sup> for Type-I Urban Redevelopment Project in the West Harumi 5-Chome District (the Project) have decided to name the area they are developing “HARUMI FLAG”.

HARUMI FLAG will have 24 buildings on a large, approx. 32 acres (approx. 13-hectares) site, including 5,632 residential units, both built-for-sale and rental, and retail properties, along with daycare center and nursing homes and other facilities. The plan is for neighborhood creation for a population of around 12,000 and to accommodate a diverse range of lifestyles. The town will include the Center Core (central plaza), a public space with a diameter of approx. 330 ft. (approx. 100 meters) created through a public-private partnership, and 51 common areas in the built-for-sale zones to encourage interactions among residents and help enrich day-to-day living. There will be accessible, barrier-free routes on the site and the common hallways in the residential buildings will be approx. 5 ft. (approx. 1.5 meters) wide, wider than typical condominiums, to create a highly livable neighborhood for all.

An area network with dedicated optical cable spanning the neighborhood, the first network of its kind in Japan, will also be used to efficiently conduct security and energy management for the neighborhood as a whole. The new BRT transportation system for direct access to downtown districts is also scheduled to be established to connect HARUMI FLAG with Shimbashi Station and Toranomom.

HARUMI FLAG is being developed as a flagship neighborhood for urban lifestyles.

\*The Project is scheduled to be completed as new residential units and retail properties after being utilized as the Olympic Village for the Tokyo 2020 Olympic and Paralympic Games.



Conceptual image of the completed HARUMI FLAG

\*1: Total of residential buildings and retail properties

\*2: A designated construction company is a company participating in the program that allows private companies to construct buildings in urban redevelopment projects on behalf of the executor (Tokyo Metropolitan Government).

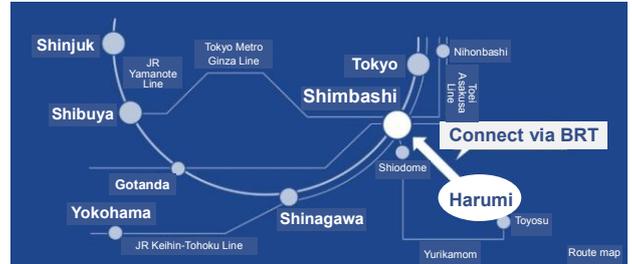
## 1. HARUMI FLAG Location

HARUMI FLAG is located in the middle of Tokyo, and will serve as a hub between the downtown and bay areas. The site is approx. 1.5 miles (approx. 2.5 km) to Ginza and 2 miles (approx. 3.3 km) to Tokyo, so it's highly convenient for commuting and shopping. The Project is also approx. 1.3 miles (approx. 2.1 km) to Toyosu, 1.5 miles (approx. 2.4 km) to Tokyo Big Sight, and 1.7 miles (approx. 2.8 km) to Odaiba in the bay area. Access is excellent to all major areas.

### Distance to Major Areas



**Reference: BRT to Shimbashi Station and Toranomon BRT** will connect HARUMI FLAG with Shimbashi Station and Toranomon. From Shimbashi Station terminal, there is direct access to major downtown lines via JR, Toei Subway, Tokyo Metro, etc.



Source: Tokyo Metropolitan Government website From "Project Plan for BRT Connecting Downtown and Bayside Areas" (revised August 2018) issued by the Tokyo Metropolitan Government Bureau of Urban Development and Keisei Bus Co., Ltd.

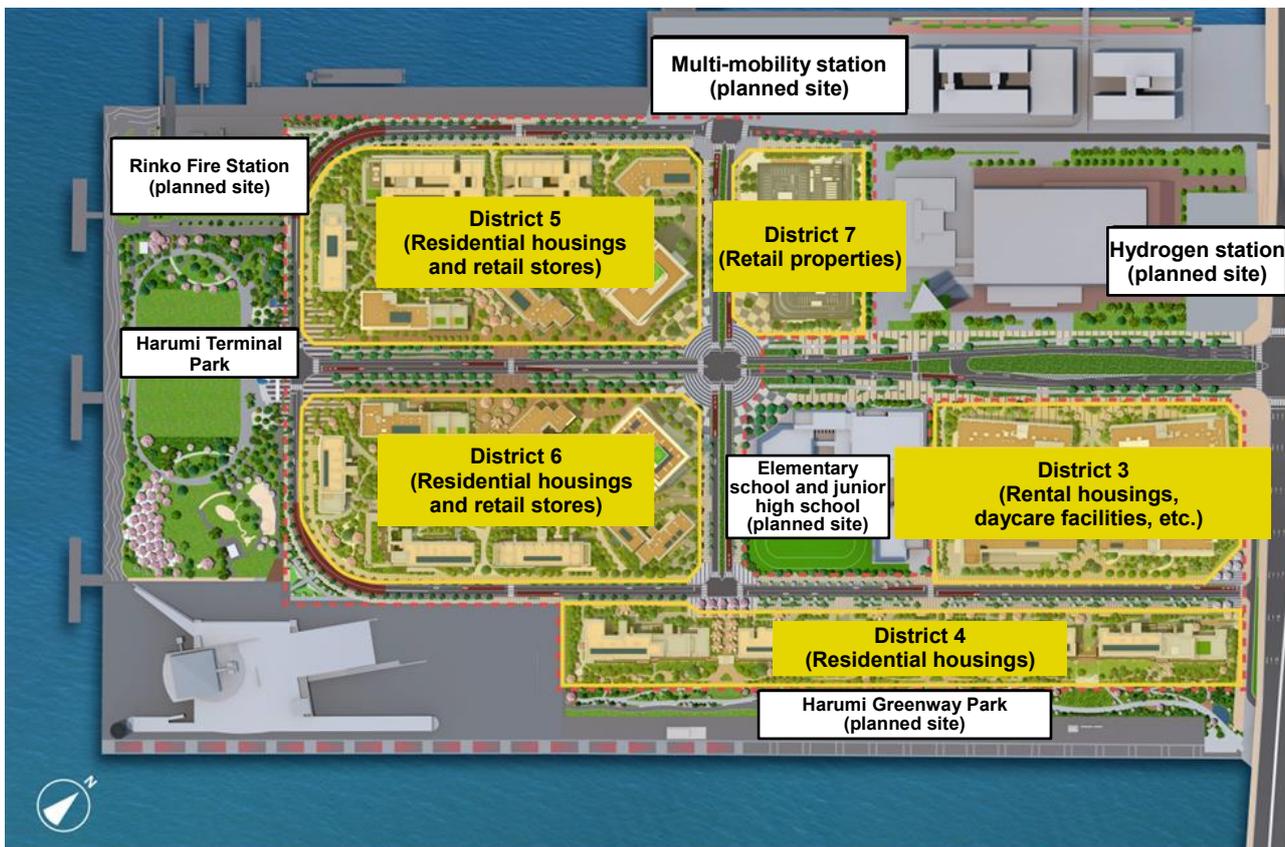
<http://www.toshiseibi.metro.tokyo.jp/kiban/brt/index.html>

## 2. HARUMI FLAG Layout

HARUMI FLAG is made up of 5 zones and will have 23 buildings of built-for-sale and lease residences and one building of retail properties.

A large number of plazas and green spaces will be established throughout the zones to create interactions and vibrancy. Adjacent sites will have a multi-mobility station (transportation hub) and a hydrogen station for supplying next-generation energy. Harumi Terminal Park will also be redeveloped and public facilities established, including an elementary and junior high school, daycare facilities and a harbor fire department.

### Site Layout



Designated construction company development area (HARUMI FLAG)

Redevelopment project construction area

### 3. TOWN NAME / STATEMENT

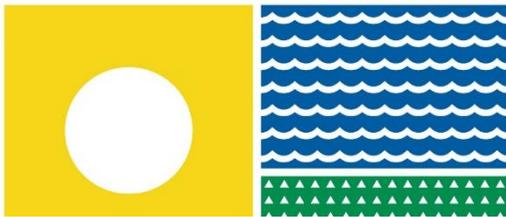
# HARUMI FLAG

## Tokyo is Transforming from the Middle

Looking from the sky, the new neighborhood appears like a large flag right in the middle of Tokyo; it has limitless potential as a new flagship model for urban lifestyles.

Under this flag signaling the future of Tokyo, the neighborhood aims to be constantly brimming with the expectation of fun, a place where people, goods and activities gather.

### 4. VISUAL FORMAT

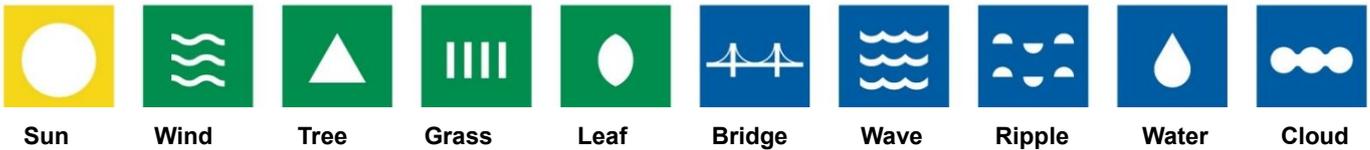


#### Sun, Sea, Forest, Wind, Cloud.

An icon has been made of the rich natural setting of HARUMI FLAG.

A sense of expectation for living in the new neighborhood is vividly expressed.

The visual produces an open, positive worldview that gets people excited when they see it.



### 5. VISION

The positives of a village combined with an open sensibility in the middle of Tokyo.

## OPEN VILLAGE

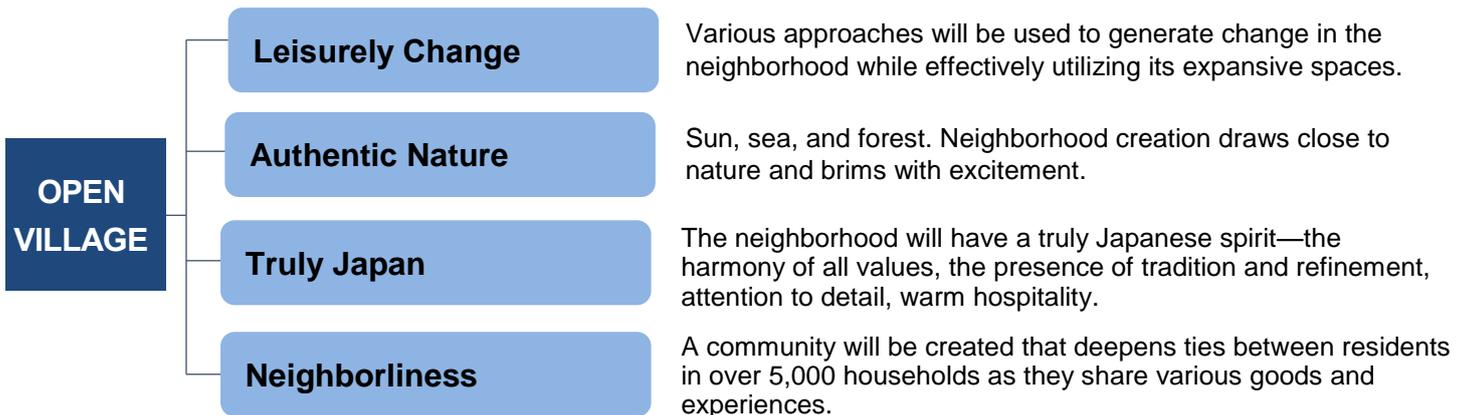
This Open Village fuses the quality of life cultivated in Japan with an open sensibility that welcomes diversity. The lifestyle of a village cultivated by the culture of Japan. A new Tokyo air, evolving in harmony with all cultures and values.

Combining these two elements, HARUMI FLAG creates a completely new urban lifestyle.

A neighborhood of leisurely change surrounded by authentic nature.

A neighborhood for which your love will deepen with the passing years.

### 6. The Four Themes of the OPEN VILLAGE



## Leisurely Change



Conceptual image of the completed Center Core surrounded by districts 5, 6 and 7 and the elementary and junior high school

### Approx. 330-ft (100-meter)-diameter Center Core (central plaza) optimal for creating one of the largest neighborhoods in the city

Creation of the neighborhood is by developing approx. 44 acres (approx. 18 hectares)\*, so it was necessary to create an expansive plaza space for large numbers of people to gather. The Center Core (central plaza), with a diameter of approx. 330 feet (approx. 100 meters), was created in the middle of the neighborhood through a public-private partnership. This neighborhood center is surrounded by entrances of the retail property in District 7 and elementary and junior high school and entrances to the two towers in District 5 and District 6. It will be a space for diverse people to gather and interact, from visitors to children to residents.

\*Redevelopment project construction area



Conceptual image of the completed pocket park in front of FLAG CORE in District 6

### A design that creates lush green courtyards for neighborhood change and vibrancy

The neighborhood's design creates highly varied courtyard spaces to enrich the lives of residents. Pocket parks integrated with roads and site spaces are created through an innovative building layout, which includes arranging the buildings at differing angles. A parking garage with over 2,000 parking spaces has been placed underground to provide space for all the courtyards aboveground.

Residential units begin on the second floor; the first floors of each building are reserved for stores and common areas to promote interaction in courtyard spaces and create vibrancy.

## Authentic Nature



Conceptual image of the completed greenway park and District 4 from the sea

### A neighborhood where residents can sense the sea spreading out in three directions

HARUMI FLAG is surrounded by the sea in three directions and offers open views of the water. It has been designed to afford appreciation of the nature present in its location, the pleasantness of the sea breeze, the appearance of birds gathering on the ocean surface. At the same time, people can take in various enjoyable and appealing Tokyo cityscapes appearing over the water, including Rainbow Bridge and Tokyo Tower.



Conceptual image of the completed DOTS PLAZA in District 5

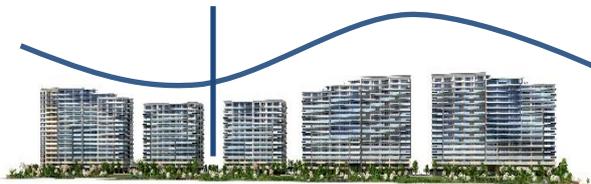
### A real forest that matures with age with some 3,900 trees from around 100 species

A rich variety of trees are brought together to provide a sense of the colors and changes of the seasons while taking into account local vegetation and ecosystems to create a forest that "matures with age" in harmony with people and the neighborhood.

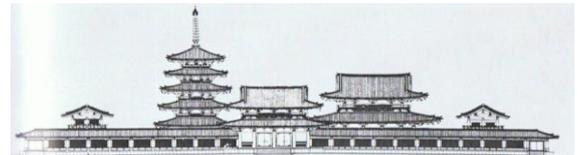
HARMUI FLAG will have a total of some 3,900 trees from approx. 100 species that have been selected to create a distinctive forest while at the same respecting the character of the individual trees, including their heights and how they change with the passing seasons.

### Design incorporates traditional Japanese techniques

The neighborhood was designed with a strong awareness that it can be seen from the outside over the ocean, that it will be a new cityscape on Tokyo Bay. The design draws on dynamic symmetry, a traditional method seen in places like Horyuji-Nishi temple complex that boldly upends bilateral symmetry to create a beautiful skyline in which one can perceive Japan's refined architectural tradition.



HARUMI FLAG's Dynamic Symmetry



Elevation drawing of Horyuji-Nishi temple complex.  
Source: "Japan's Urban Space" (published by Shokokusha)



Skyline befitting a seaside neighborhood

### Circulation lines for daily living that embody the spirit of hospitality, allowing everyone to get around easily

The common hallways in regular condominiums are generally approx. 4 ft. (1.2 m) wide, but the hallways at HARUMI FLAG are approx. 5 ft. (1.5 m) wide to easily allow people walking and in wheelchairs to pass one another. The buildings also use large, 17-person elevators and have slopes with gradual inclines of 1/20 (5%) or less,\* which is more gradual than the standard stipulated in the Barrier Free Act. The neighborhood as a whole has been designed to allow everyone to live pleasantly and comfortably.

\*Excluding some slopes

## Neighborliness

### Highly accessible common areas located throughout the neighborhood (built-for-sale districts)

The built-for-sale districts have 51 common areas. Of them, 25 common areas established in the buildings can be used freely by any resident of the built-for-sale districts, regardless of the zone. This is intended to create community and enable residents to live higher quality lifestyles.



Conceptual image of the completed  
SORA TERRACE in District 6



Conceptual image of the completed  
SPORTS BAR in District 5



Conceptual image of the completed  
KODOMO PLAZA in District 6



Conceptual image of the completed retail  
properties in District 7

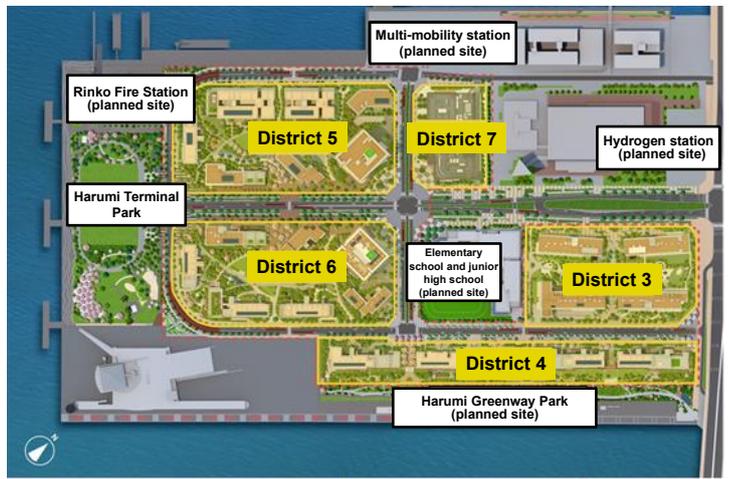
### Facility facilitates interactions inside and outside the community

A new retail property will be established to support the daily lives of community residents, offering just about everything on a one-stop basis. According to the plan, it will house a supermarket, living support facility, and more. The rental housing district will have a daycare center, a senior residence operated by the Tokyu Fudosan Holdings Group, and a nursing home.

## 7. HARUMI FLAG Development Overview

### HARUMI FLAG Overall Development Overview

<b>Total development area</b>	1,441,355 ft <sup>2</sup> (133,906.26m <sup>2</sup> )
<b>Total planned units</b>	5,632 residential upertynits (4,145 units in built-for-sale districts, 1,487 units in rental housing districts (including senior housing and shared housing); also, stores, nursing homes, daycare center (block numbers TBD), and retail pro



### Development Overview of Each HARUMI FLAG District

	District 3	District 4	District 5	District 6	District 7
<b>Main Uses</b>	Rental housings (including senior housings and share houses), nursing homes, and daycare facilities	Residential housings	Residential housings, retail stores	Residential housings, retail stores	Retail property
<b>Location</b>	501, Harumi 5-chome, Chuo-ku, Tokyo	502, Harumi 5-chome, Chuo-ku, Tokyo	503, Harumi 5-chome, Chuo-ku, Tokyo	504, Harumi 5-chome, Chuo-ku, Tokyo	505, Harumi 5-chome, Chuo-ku, Tokyo
<b>Site area</b>	283,092 ft <sup>2</sup> (26,300.14m <sup>2</sup> )	254,386 ft <sup>2</sup> (23,633.20 m <sup>2</sup> )	403,014 ft <sup>2</sup> (37,441.27 m <sup>2</sup> )	378,629 ft <sup>2</sup> (35,175.79 m <sup>2</sup> )	122,233 ft <sup>2</sup> (11,355.86 m <sup>2</sup> )
<b>Number of buildings</b>	4	5	7	7	1
<b>Number of residential units</b>	1,487	686	1,822	1,637	—
<b>Floor(s)</b>	15-17 floors above ground, 1 floor below ground (block-type building)	14-18 floors above ground, 1 floor below ground (block-type building)	14-18 floors above ground, 1 floor below ground (block-type building) 50 floors above ground, 1 floor below ground (tower)	14-18 floors above ground, 1 floor below ground (block-type building) 50 floors above ground, 1 floor below ground (tower)	3 floors above ground, 1 floor below ground
<b>Parking spaces</b>	312	313	831	758	104

### Development group

	Designated construction companies	Redevelopment consultants	Architect	Construction
<b>District 3</b>	Mitsui Fudosan Residential Co., Ltd., MITSUBISHI JISHO RESIDENCE CO., LTD., Nomura Real Estate Development Co., Ltd., Sumitomo Realty & Development Co., Ltd., SUMITOMO CORPORATION, Tokyu Land Corporation, Tokyo Tatemono Co., Ltd., NTT Urban Development Corporation, NIPPON STEEL KOWA REAL ESTATE CO., LTD., DAIWA HOUSE INDUSTRY CO., LTD.	Nikken Sekkei Ltd	Nikken Housing System Ltd, TOKYU CONSTRUCTION CO., LTD.	TOKYU CONSTRUCTION CO., LTD.
<b>District 4</b>			NIHON SEKKEI, INC., HASEKO Corporation	HASEKO Corporation
<b>District 5</b>			Mitsubishi Jisho Sekkei Inc., MAEDA CORPORATION	MAEDA CORPORATION
<b>District 6</b>			Nikken Housing System Ltd, Sumitomo Mitsui Construction Co., Ltd.	Sumitomo Mitsui Construction Co., Ltd.
<b>District 7</b>			Sumitomo Mitsui Construction Co., Ltd.	Sumitomo Mitsui Construction Co., Ltd.

### Schedule

FY	2016	2017	2018	2019	2020	2021	2022	2023	2024
Month	April	April	April	April	April July	April	April	April	April
Redevelopment	Approval	Selection of designated construction companies			Tokyo 2020				Project completion
Construction		Construction of residential buildings (block-type building), Retail property				Construction of residential buildings (block-type building), Retail property	Completion		Construction of residential buildings (towers)

## 8. HARUMI FLAG Official Site Opening

A website for the built-for-sale districts of HARUMI FLAG opened on Wednesday, October 31, 2018. The website provides an overview of HARUMI FLAG and information on built-for-sale residences. Registered members also promptly receive the latest news. Reference: Tokyo Metropolitan Government website

- Website launch: October 31, 2018
- URL : [www.harumi-flag.jp](http://www.harumi-flag.jp)

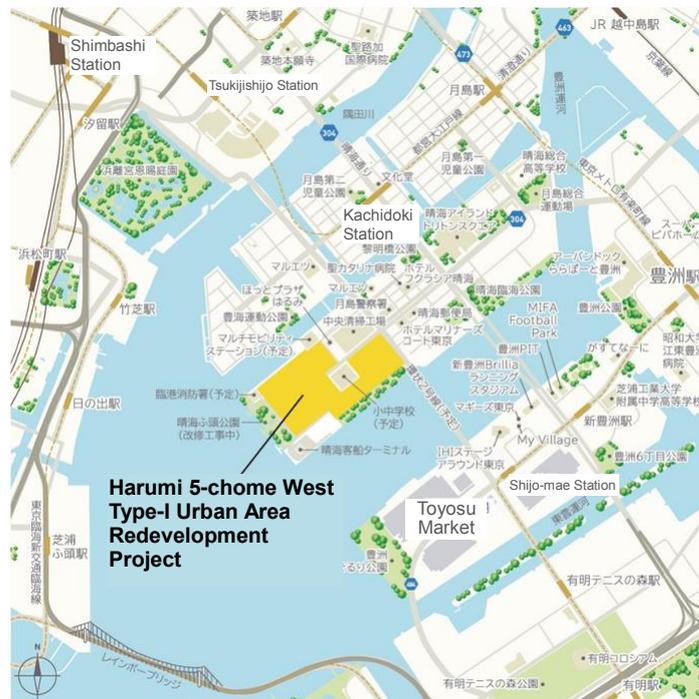


Official website QR code



Image of the official website

## 9. Location map



## **About the computer renderings included in this document**

- Building forms and colors are drawn based on blueprints at the planning stage, and may differ from the actual project in shape, color and other aspects.
- Form details, equipment, etc. are not displayed
- The landscaping shown is rendered based on a projection of how the trees and vegetation will look during the initial growth period. Vegetation has been planted as spaces that take growth into account after construction has been completed.
- Positions, heights and numbers, etc. may differ depending on construction circumstances.
- Surrounding roads and buildings, etc. have been partially omitted; renderings differ from the actual surroundings.
- Adjacent to the project, a multi-mobility station and elementary and junior high school are scheduled to be constructed (school scheduled to open in fiscal 2023; subject to change).
- Renderings include the scope of public parks, etc. outside the site.
- Plans for the elementary and junior high school building, exteriors, and landscaping included herein are based on documents from the Harumi District New Elementary School and Junior High School Construction Preparation Committee. Therefore, actual designs and specifications, etc. will be determined by the organizations responsible, and are subject to change. (Shortest distance 557 ft (170 m) to longest distance 1,345 ft (410 m))
- Plans for the facilities, exteriors and landscaping in the seawall area included herein are not yet determined and are rendered at the conceptual stage; the actual designs and specifications, etc. will be determined and construction carried out by the organizations responsible.
- The redevelopment project for Harumi Terminal Park is slated for the period from September 2018 to December 2019 and is scheduled to promptly open after additional construction, etc. following the 2020 Tokyo Olympic and Paralympic Games. (Source: Tokyo Metropolitan Government website)
- Residents will be requested to use the shared facilities in accordance with a management contract, etc. A charge will be collected for reservation and use of some facilities and services.
- The computer-rendered perspective drawings included herein differ from how the properties will appear when used as the Olympic Village for the 2020 Tokyo Olympic and Paralympic Games. The properties are scheduled to be completed as new residential construction after being utilized as the Olympic Village.